

# MARKET DEMOGRAPHICS

Source: Placer 2022 STI Popstats

STATS	30 MILES	45 MILES	60 MILES
Population	56,274	243,145	784,971
Households	24,349	96,450	295,865
Average Persons Per Household	2	2	3
Average Household Income	\$73,980	\$84,810	\$86,664

<b>GENDER M/F</b>	48.7%/51.3%	49.5%/50.5%	49.6%/50.4%
<b>MEDIAN AGE</b>	48	41	38

## POPULATION BY AGE

<21 years	22.2%	26.4%	28.0%
22 - 39 years	18.9%	22.5%	23.4%
40 - 59 years	21.9%	21.5%	23%
60 - 69 years	15.9%	13%	12.2%
70+ years	21.1%	16.6%	13.4%

## DISTANCE TRAVELED

250+ Miles	15.19%
100-250 Miles	12.08%
50-99 Miles	36.59%
30-49 Miles	14.32%
10-30 Miles	7.02%
<10 Miles	14.82%

Average shopper travels 50+ miles to get to the center

## ANNUAL VISITORS

**1.7 MILLION**

## UNIQUE VISITORS

**898,200**

## VISIT FREQUENCY

**1.87/YEAR**

## AVG. DWELL TIME

**70 MINUTES**

## AVG. HOUSEHOLD INCOME

**\$86.6K**

## SIZE

**259,614 SF**

## NUMBER OF STORES

**57**

## KEY DATES

**OPENED 1989**

**EXPANDED 1996**

## NUMBER OF PARKING SPACES

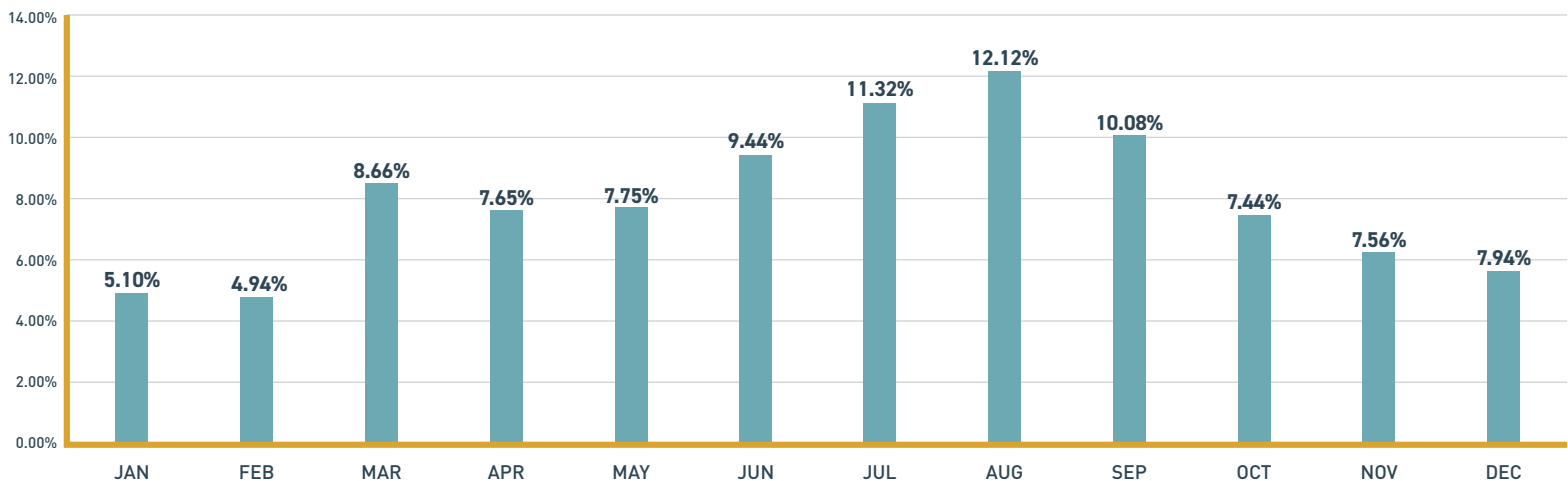
**1,332**

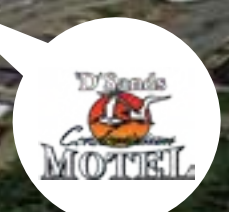
## PARKING RATIO

**5:1,000**

# SEASONALITY CHART

SOURCE: Feb 2023 – Jan 2022 Tenant Sales





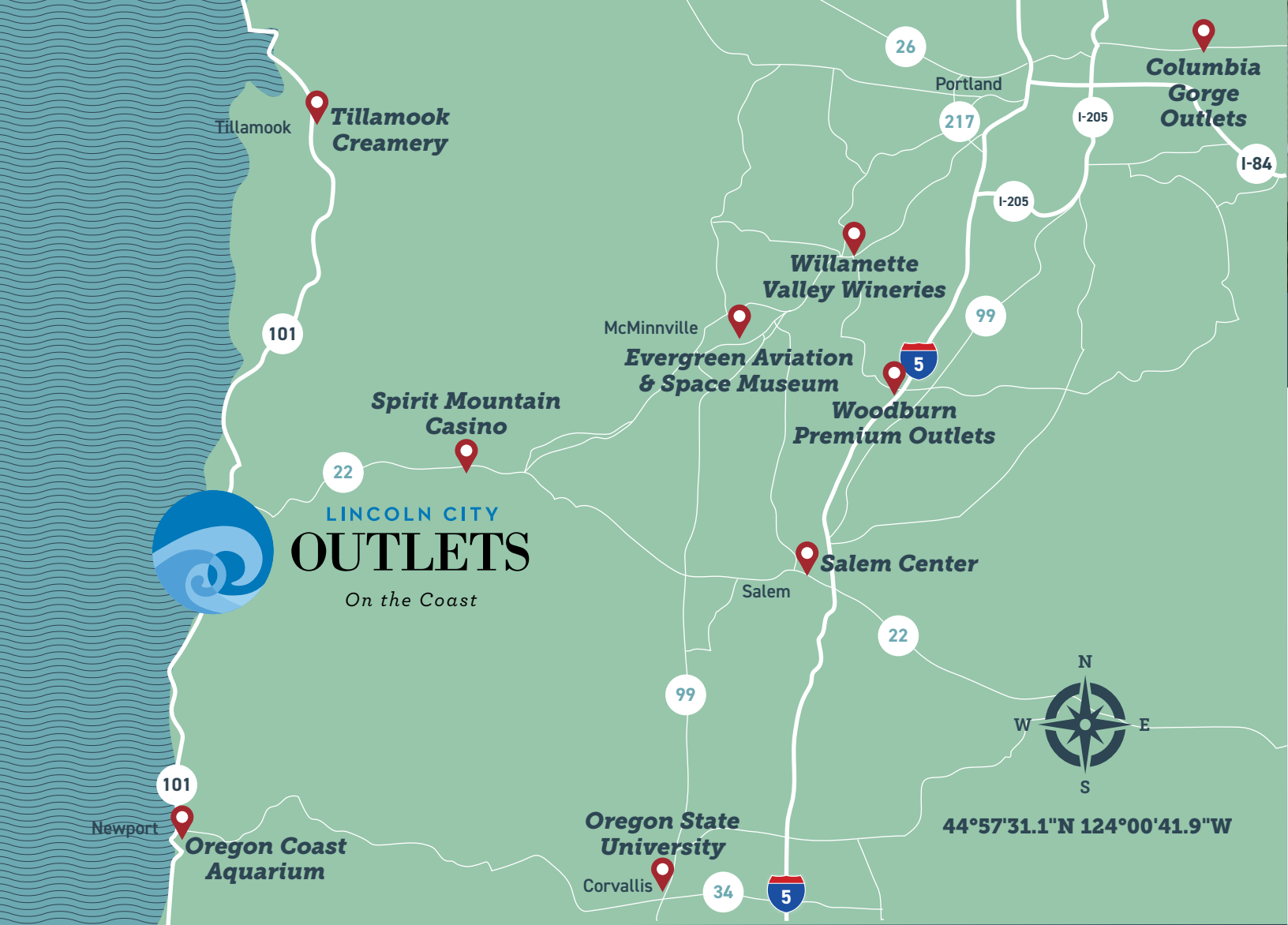
21,700+ ADT  
Source Placer.ai 4/2023



TORG

**FEATURED STORES**

- American Eagle Outfitters
- Bath & Body Works
- Coach
- Columbia Factory Store
- Eddie Bauer Outlet
- Gilgamesh Brewing **Coming 2023**
- Nike Factory Store
- Old Navy Outlet
- Oshkosh B'Gosh
- Pendleton
- The North Face
- Under Armour



## DISTANCE TO...

## NEAREST COMPETITION

### MAJOR CITIES

City	Distance (miles)
Corvallis	44 miles
Salem	45 miles
Portland	72 miles
Eugene	72 miles

### POINTS OF INTEREST

Point of Interest	Distance (miles)
Chinook Winds Casino	2.75 miles
Spirit Mountain Casino	22 miles
Oregon Coast Aquarium / Newport	23 miles
Tillamook Creamery	37 miles
Evergreen Aviation Museum	45 miles
Oregon State University	45 miles
Willamette Valley Winery Area	50 miles

### CENTER

### DISTANCE (miles)

### KEY TENANTS

Center	Distance (miles)	Key Tenants
<b>Salem Center</b>	<b>48</b>	Macy's, Victoria's Secret, Kohl's
<b>Willamette Town Center</b>	<b>50</b>	HomeGoods, DSW, Best Buy
<b>Woodburn Premium Outlets</b>	<b>57</b>	Nike Factory Store, Tory Burch, Michael Kors, Polo Ralph Lauren Factory Store
<b>Seaside Outlets</b>	<b>72</b>	Nike, Pendleton, Rack Room Shoes
<b>Columbia Gorge Outlets</b>	<b>89</b>	Coach, Columbia, Pendleton, Samsonite, Levi's

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